

2

VILLAGE CENTER

2.1 URBAN DESIGN ANALYSIS/ SITE OBSERVATIONS



The Village Center encompasses an area that stretches from 56th to 59th Streets with South Street in the middle of the focus area. Even though the primary attention will be on this four-block area, the Implementation Plan also examines an additional half block in all directions along Atlantic Avenue and South Street to better define the perimeter of the Village Center and establish a clear transition.



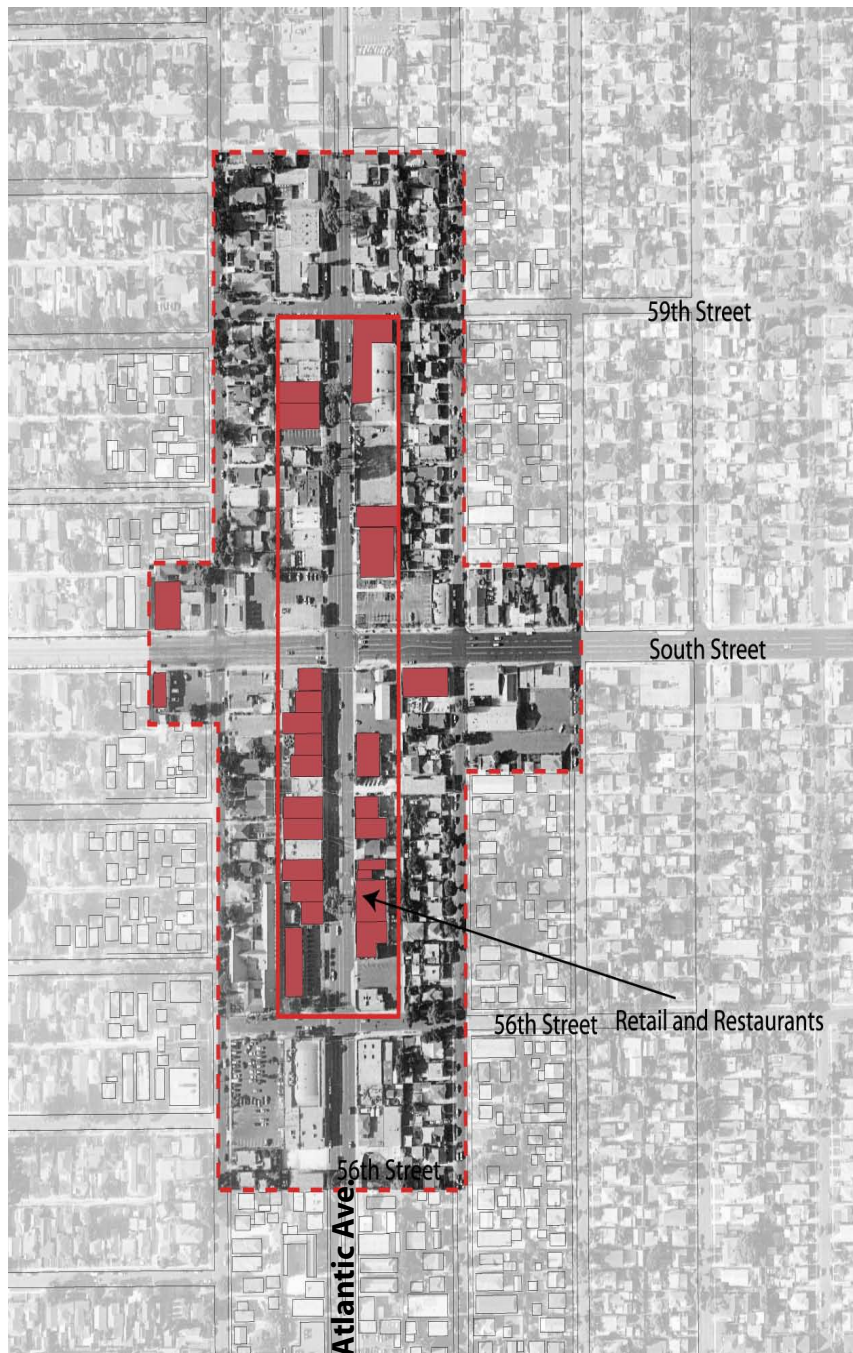
plan with building footprints

The plan with building footprints—which shows the relative size of buildings, and the relationship of buildings to open space—shows some large footprint buildings along Atlantic Avenue. Smaller retail structures are connected by party walls creating larger masses of buildings and a continuous street edge. Buildings to the east and west of Atlantic are generally small buildings on smaller parcels; they are residential structures.



community uses

Community uses are scattered throughout the study area. The theater adjacent to the furniture store is currently being used as a weekend congregation space. There is a greater concentration of retail and restaurants in the southern half of the site.



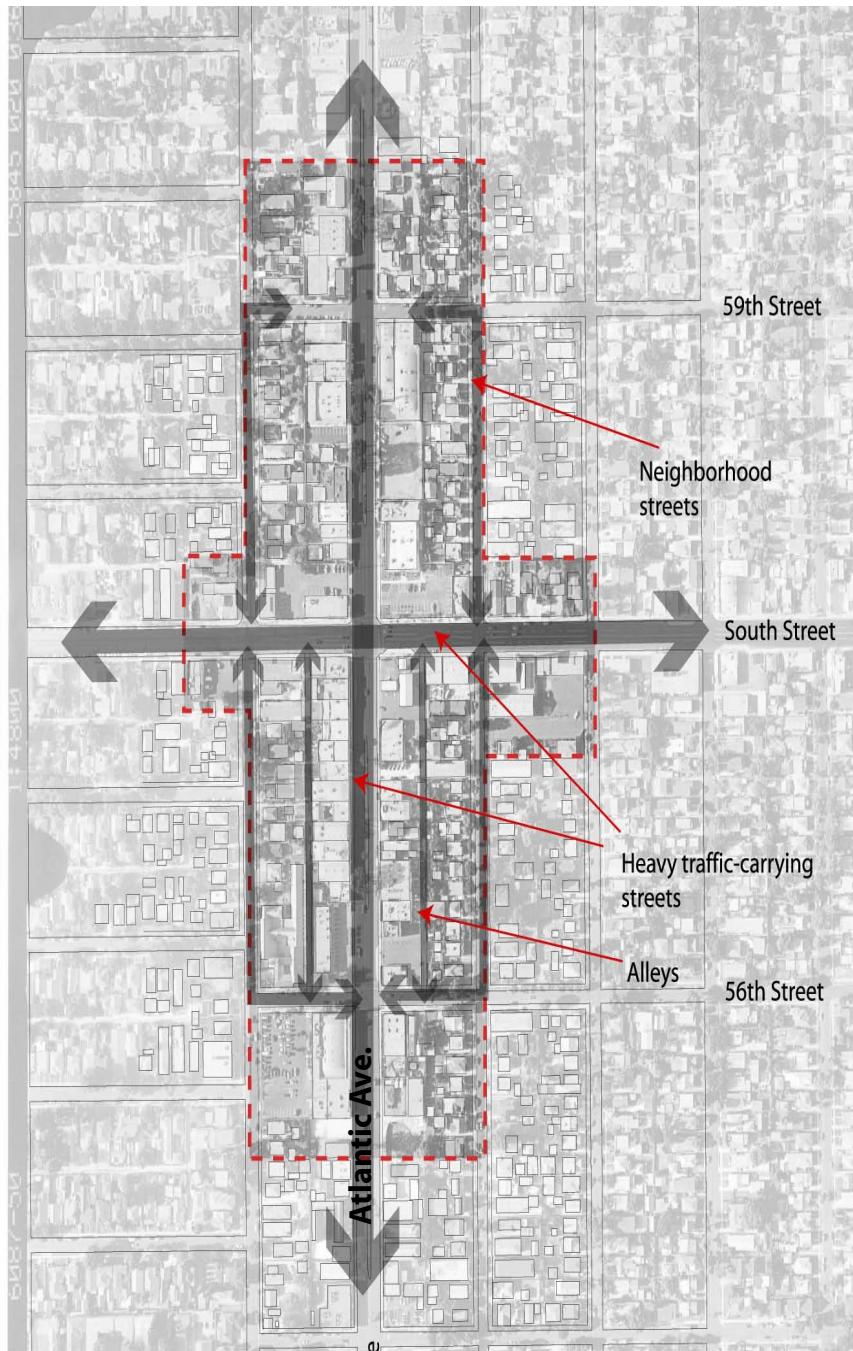
retail & restaurant uses

Retail and restaurants are the predominant land use type at the Village Center. The southern two blocks have a greater concentration of retail and restaurants. A gas station at the intersection of South Street and Atlantic Avenue and the AutoZone store opposite from it are the two large retail uses. AutoZone in particular, with its inert street-frontage along Atlantic Avenue, and its wide set-back along South Street does not particularly contribute to the goal of creating a pedestrian-friendly Village Center.



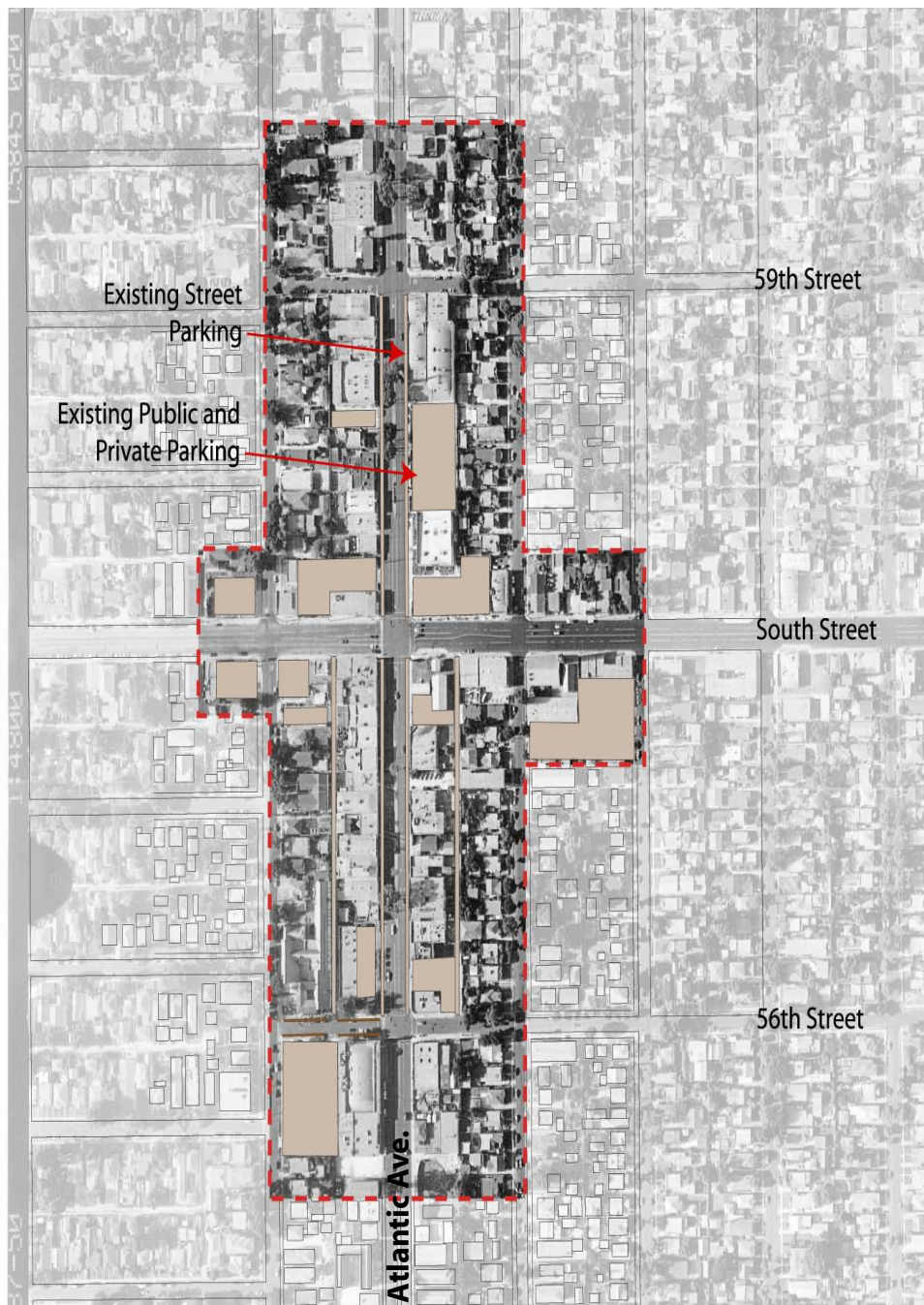
street pattern

Atlantic Avenue and South Street are the primary streets going through the Village Center area. Atlantic Avenue is a fairly busy north-south arterial and even though it is slightly narrower than South Street, it carries more traffic. Linden and Lime Avenues run north-south, parallel to Atlantic and form a second layer of streets connecting the Village Center area to the surrounding community. The blocks south of South Street are bisected in the north-south direction by alleyways. These alleyways form a tertiary system of streets, and can be very useful in servicing businesses along Atlantic Avenue or acting as a quieter street onto which rear patios of buildings can look out.



vehicular circulation

Atlantic Avenue and South Street are the heavy traffic-carrying streets. The intersection of the two is fairly congested, which is further exacerbated on the western edge with a pharmacy and laundromat located almost right against a very narrow sidewalk. Linden and Lime Avenues are neighborhood streets carrying lower volumes of traffic. The southern two blocks of the Village Center are bisected in the north-south directions by service alleys. These alleys assist in local vehicular circulation and can also serve as back streets off which parking can be located.



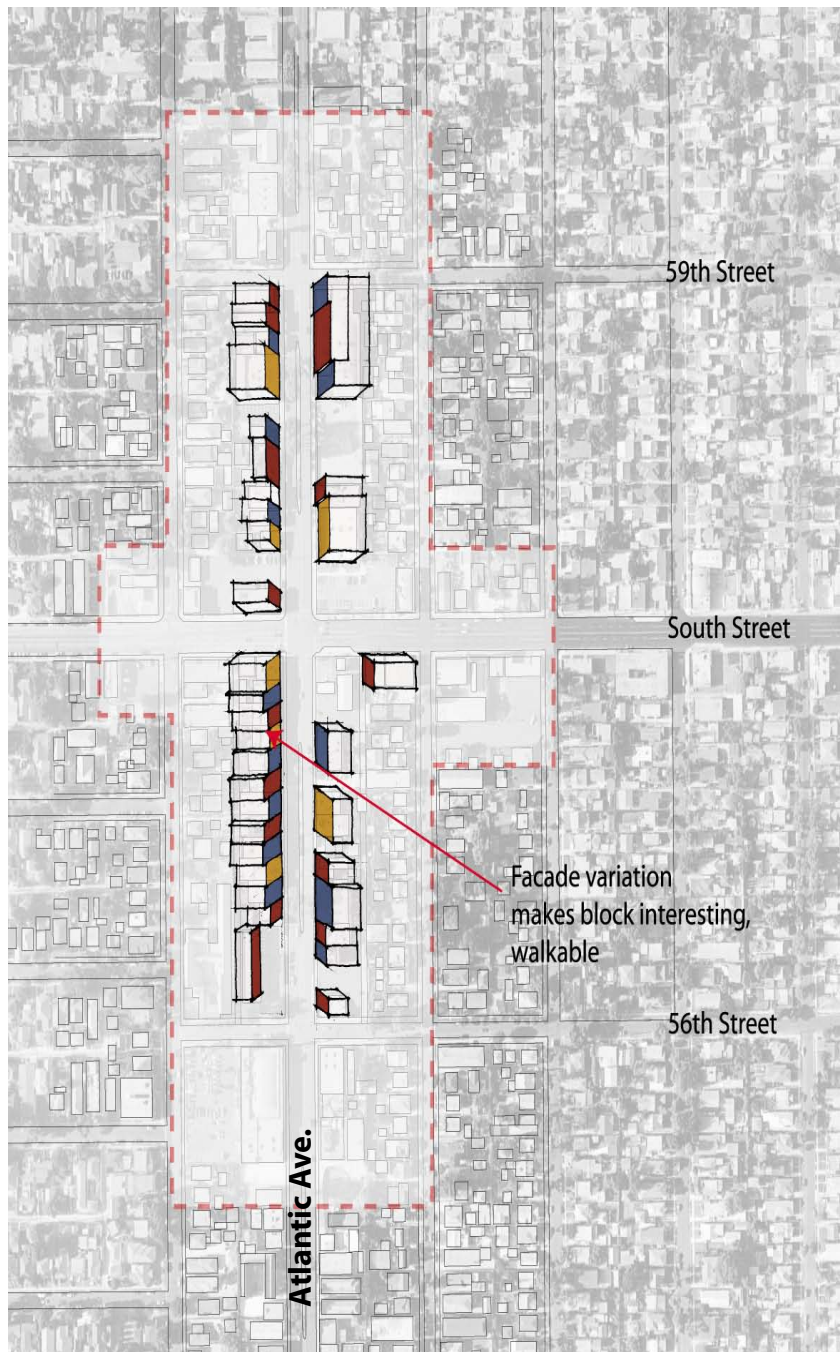
parking

While there is limited street parking along Atlantic Avenue and South Street, dedicated parking lots are scattered and serve immediate businesses. At present there is no large parking resource or shared parking.



street sections & scale

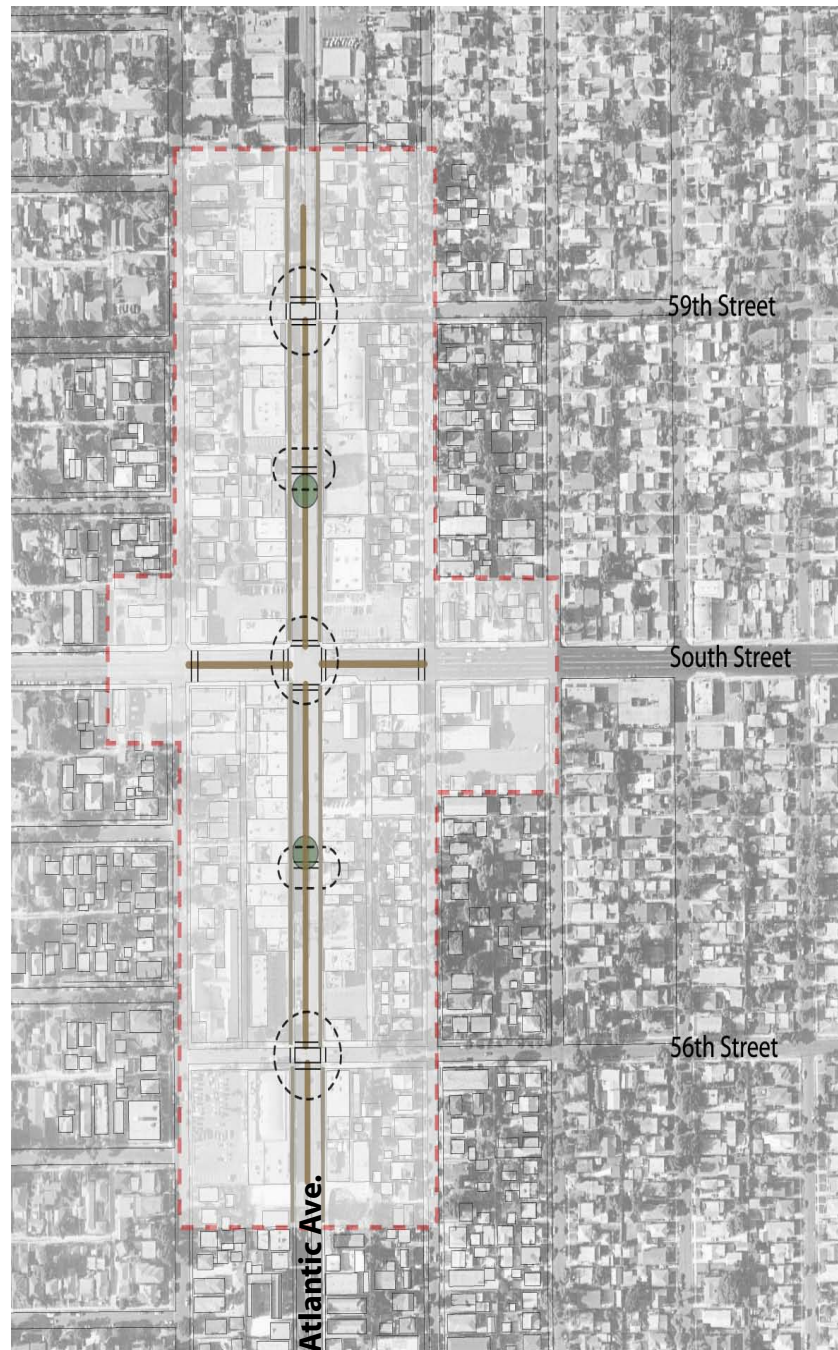
Most buildings in the Village Center are one-storied structures. There are a few scattered two storied buildings. Section diagrams taken across the street show a series of gaps in the building fabric, which leads to inconsistent street enclosure. Considering the width of the street, the buildings are rather low-scaled and scattered.



facade variation

A majority of the western side and a significant portion of the eastern side of Atlantic Avenue between South and 56th has small neighborhood retail stores and small restaurants that occur continuously along the edge. Facades change from store to store and the resulting variation in street frontage gives the place “a village feel” and provides a degree of visual variety that is conducive to pedestrian activity.

2.2 IMPLEMENTATION STRATEGIES

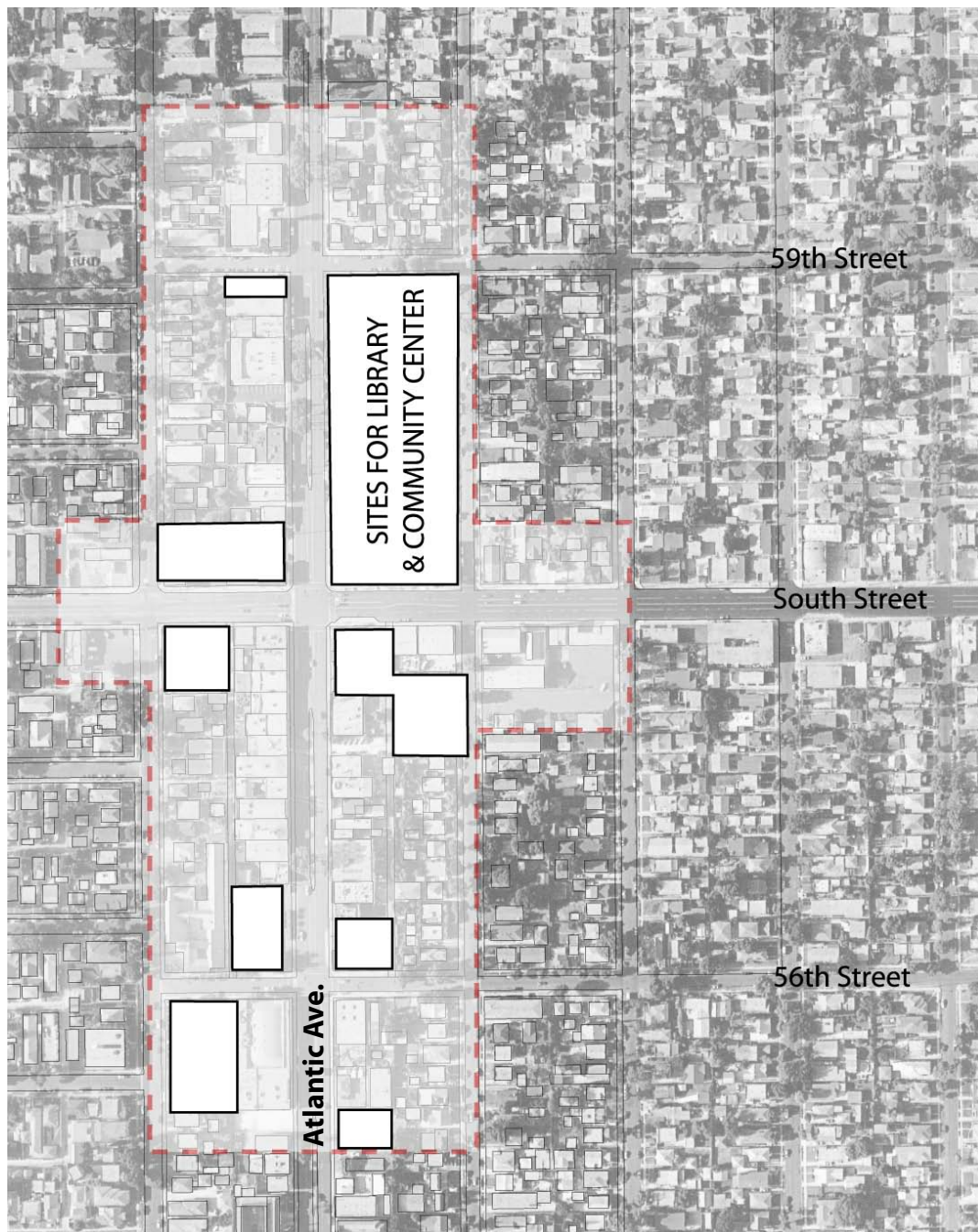


walkability

The urban design implementation strategy was developed out of the input received from members of the Redevelopment Agency Board and North PAC, Agency staff and others who attended the Village Center and Historic Node Implementation Plan meetings.

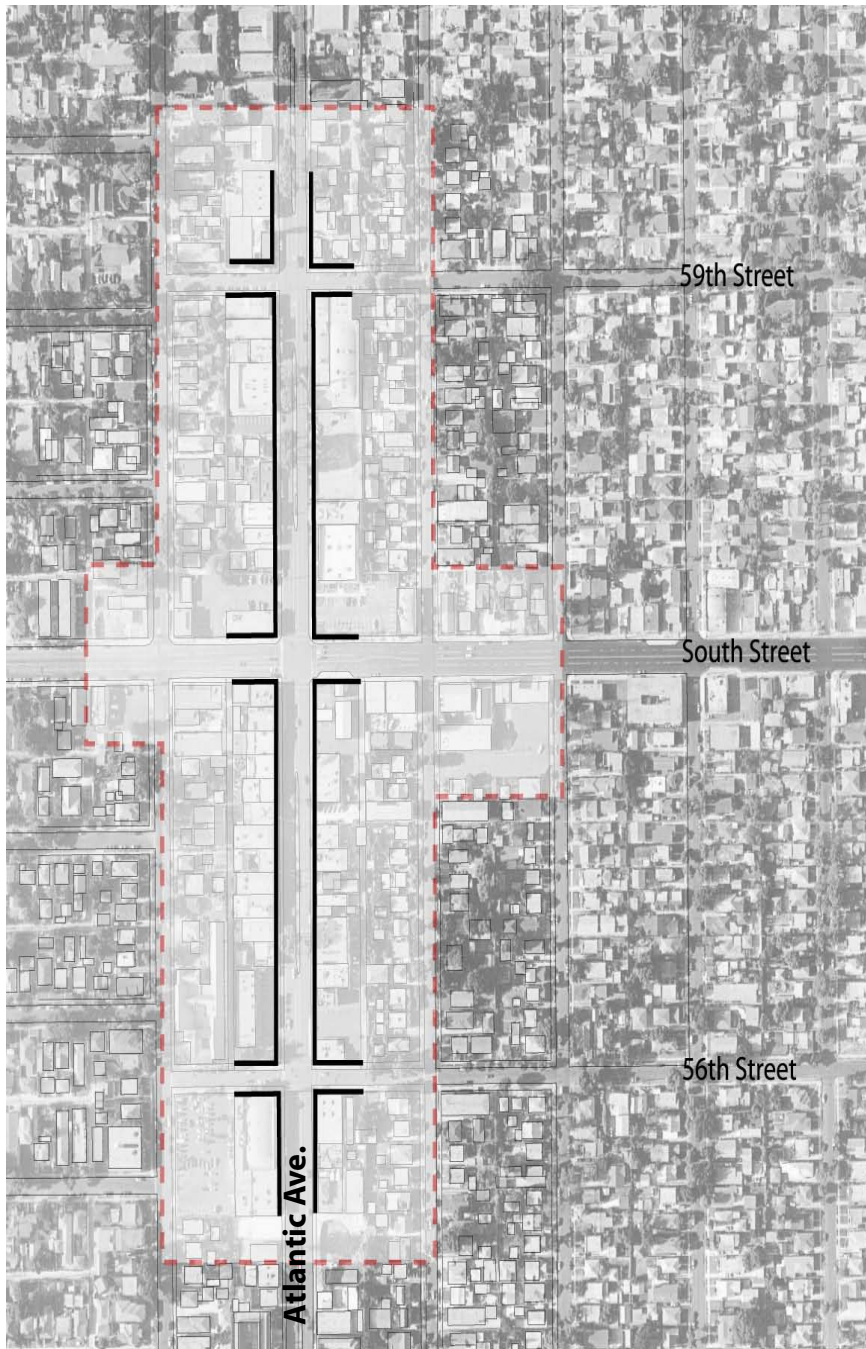
The goal is to create a place that supports area-wide community uses for all of North Long Beach. The implementation strategy aims to create a walkable Village, with its own distinct architectural image, where people can shop, eat and linger.

A pedestrian-friendly place can be achieved by providing wide, unhindered sidewalks and safe crosswalks to get across from one side of the street to the other.



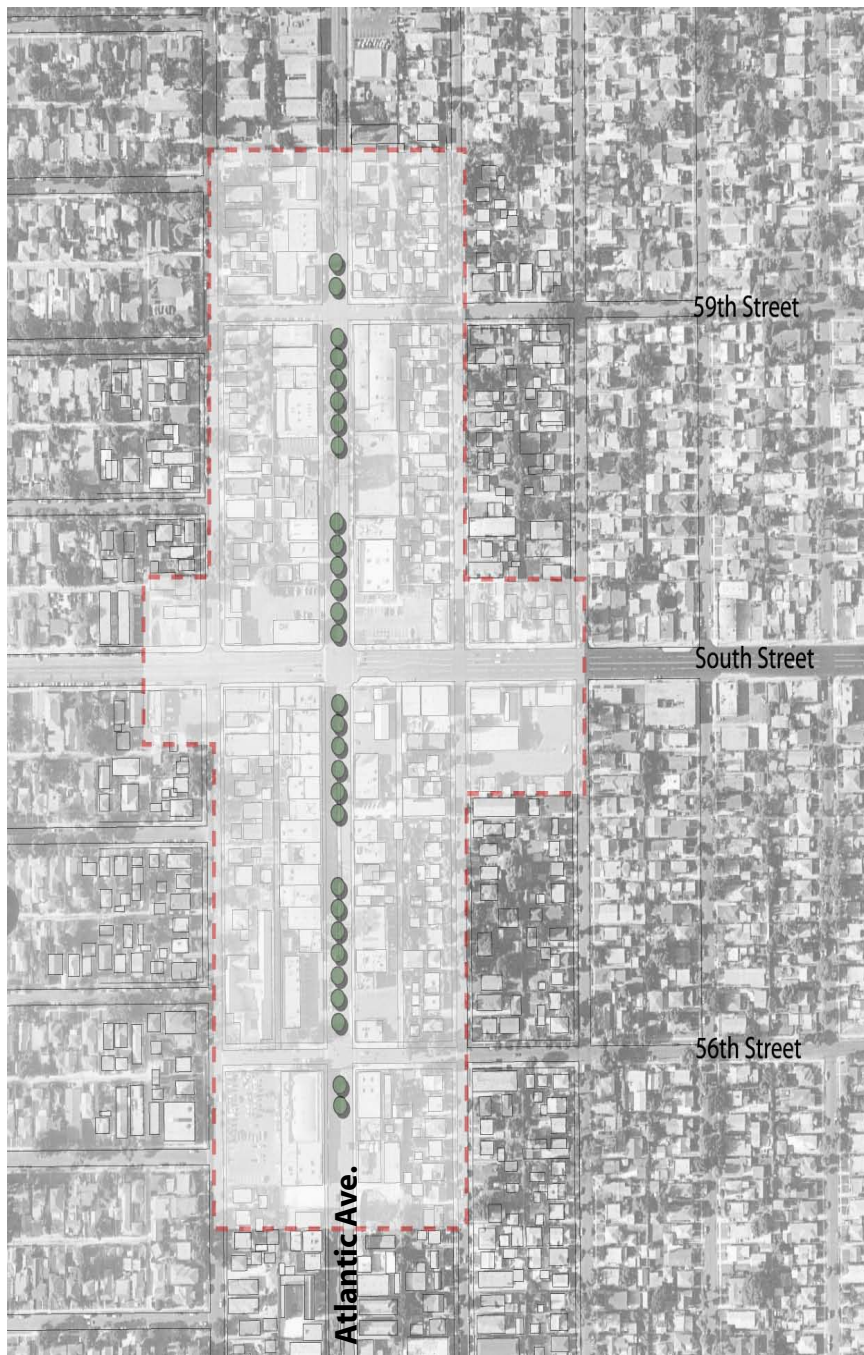
potential redevelopment sites

Another important goal is to develop underutilized sites and redevelop other sites which are incompatible with the overall vision of creating a Village Center. New development can take the form of complete rebuilding or infill development. Among the new redevelopment projects planned for the North Long Beach Village Center are a library and community center on the block between Atlantic Avenue and Lime Avenue north of South Street. These and other new projects will be phased over time.



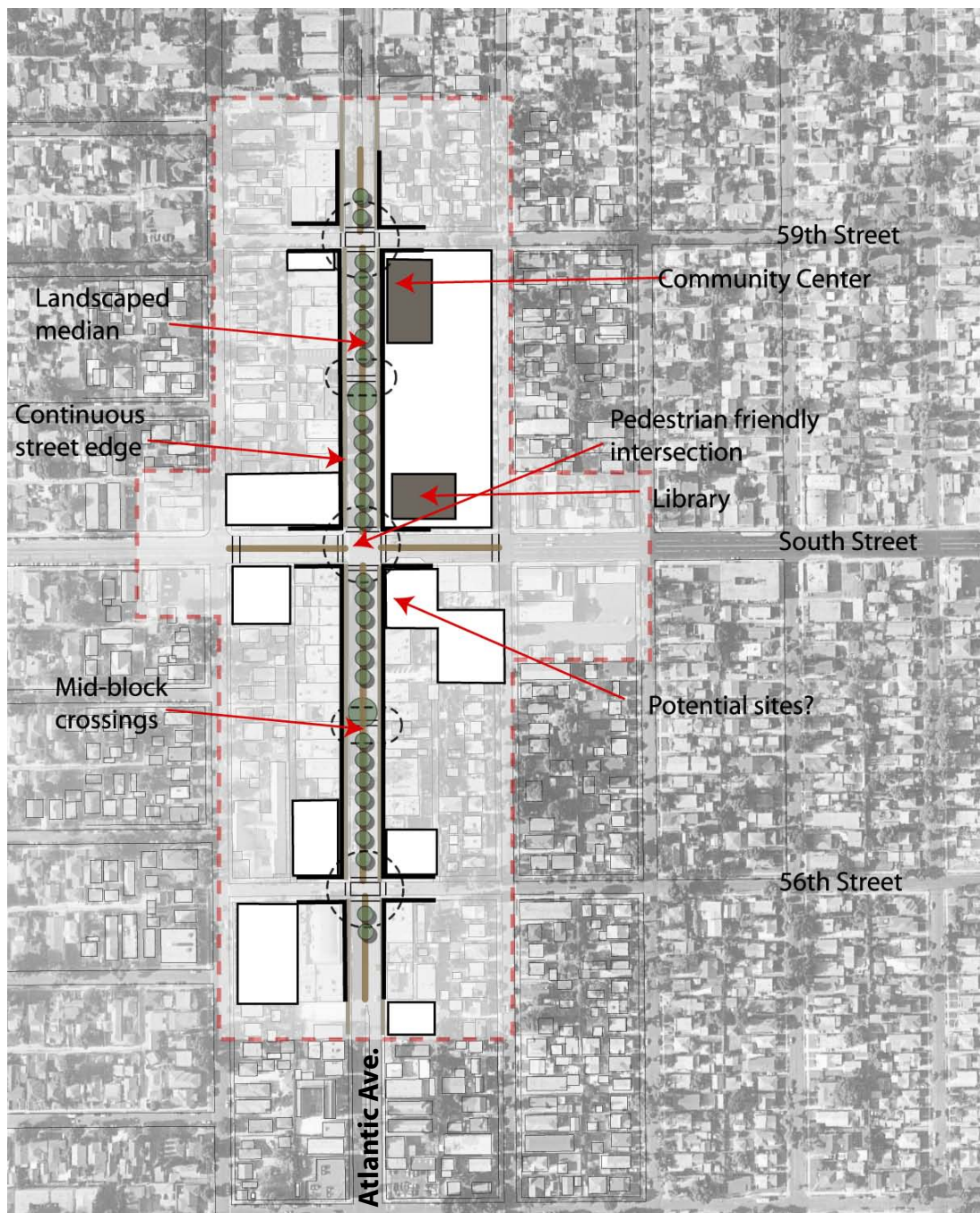
continuous street edge

Providing a continuous street edge along Atlantic Avenue and South Street will make walking a pleasurable experience and provide the density that is necessary to create a Village Center atmosphere



streetscape

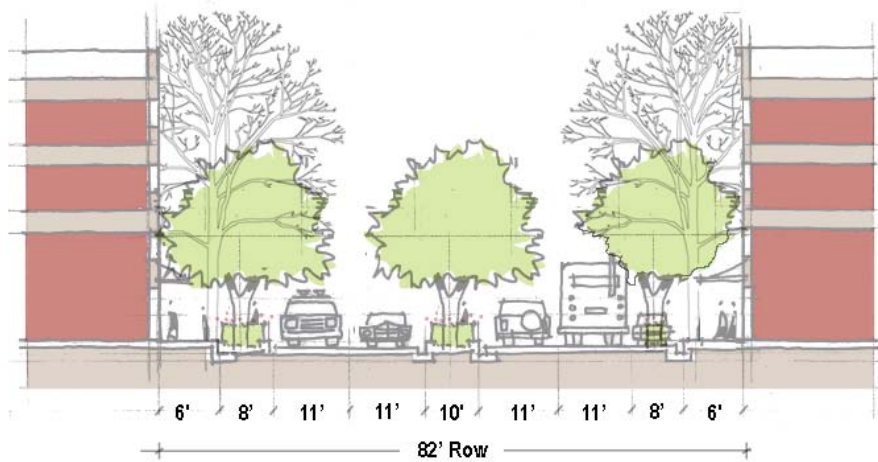
Development of the streetscape will enhance the experience of the Village Center. A continuous planted median along Atlantic Avenue can give the Village Center a distinct identity. It will also help mark a distinct point of arrival.



composite strategies

The composite diagram of urban design strategies shows the various aspects enumerated above working in concert to achieve the urban design goals.

2.3 IMPLEMENTATION PLAN



Section sketch of Atlantic Avenue in Village Center

streetscape section

Three Year Action Plan:

Actions to be taken in the short-term for implementation of the Village Center plan follow the composite strategies and include three primary program categories: A. Walkability and Streetscape, B. Development, and C. Other Supporting Programs.

A. Walkability and Streetscape Program:

Short-term actions include:

- Widening sidewalks within the area.
- Installing upgraded pedestrian crosswalks at all crossings of the three major intersections with Atlantic Avenue (South, 56th and 59th Streets) and at two mid-block crossings.
- Providing new landscaped medians on Atlantic Avenue within the area.
- Installing street trees in the sidewalks at the curbs and in the medians.

This will require the following action steps:

1. Hire an engineering firm to design street work, including street furniture and street trees. Install street trees in the medians and in the sidewalks at the curbs if possible.
2. Explore possibility of narrowing the existing median and widening the sidewalks.
3. Design upgraded pedestrian crosswalks at all crossings of the three major intersections (South, 56th and 59th Streets) and at two mid-block crossings.
4. Secure approval of the streetscape design plan.
5. Acquire any right of way needed to implement the streetscape plan.
6. Develop specifications and construction drawings for streetscape improvements and advertise for construction bids
7. Award bid for work, issue contract for construction and build the streetscape.



walkability

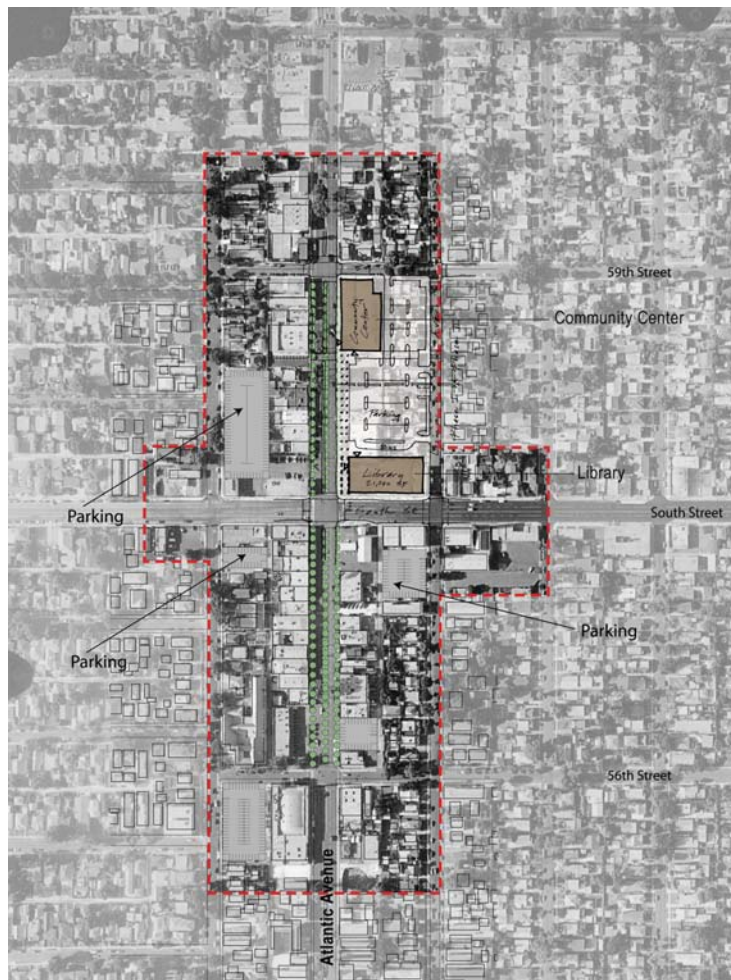
B. Development Program:

Short-term actions include:

- Acquire northeast block at Atlantic and South for a new library and a community center
- Complete Community Center Needs Assessment and explore usability of existing buildings.
- Design and construct new library.
- Implement and market a targeted façade improvement program with design guidelines.
- Develop additional public parking for the area.

This will require the following action steps:

1. Acquire a site for a new expanded library branch and community center with associated parking.
2. Complete a needs assessment and business plan for the community center, including programming to be provided, staffing needed, space needs and adaptability of existing buildings, and on-going operating costs and revenue sources to finance the center.
3. Develop the next steps needed to develop the community center. (Steps will vary depending on programming, space needs and financing sources previously identified.)
4. Relocate existing businesses, tenants, and residents as necessary.
5. Demolish unneeded buildings and clear site.
6. Design the new library and community center with community input.
7. Develop specifications and construction drawings for new library and community center (or rehabilitation plans) and advertise for construction bids.
8. Award bid for work, issue contract for construction/rehabilitation and build library and community center.
9. Implement and market a façade improvement program with design guidelines.
10. Identify and acquire a site(s) for additional public parking.
11. Design parking improvements.
12. Develop specifications and construction drawings for new public parking and advertise for construction bids.
13. Award bid for work, issue contract for construction, and build parking improvements.



C. Other Supporting Programs:

Short-term actions include:

- Develop litter abatement program.
- Create business recruitment program.
- Develop marketing program.

This will require the following action steps:

1. Work with local businesses and community groups to develop and implement a litter abatement program.
2. Develop inventory of existing businesses and available properties, and distribute with demographic data to local real estate brokers. Update quarterly.
3. Identify existing successful businesses along corridors slated for conversion to residential and offer them incentives to relocate to the Village Center.
4. Work with a real estate broker to develop and implement program to market and attract new retail shops and restaurants to the area.
5. Develop logos for use in marketing materials.
6. Develop banner program and install banners.
7. Develop a newsletter to keep area businesses informed.



The following related documents can be found under Volume 2 (References & Exhibits) :

Exhibit 3 – Reuse of Village Center block bordered by South Street, Atlantic Avenue, 59th Street and Lime Avenue

Exhibit 4 – Commercial Facade Approved Architect/Designer List

Exhibit 5 – Village Center/Historic Node Marketing Status Report

2.4 IMPLEMENTATION SCHEDULE

| Activity | Lead Staff | Start Year | Completion Year | Budget |
|--|-----------------------------------|------------|-----------------|-------------|
| <u>Walkability & Streetscape Program</u> | | | | |
| Develop Atlantic Avenue Streetscape Improvements between 56th Street and 59th Street | Redevelopment Project Officer | 2004 | 2005 | \$2,500,000 |
| <u>Development Program</u> | | | | |
| Acquire Northeast Block for a New Library and Community Center Site | Redevelopment Project Officer | 2004 | 2005 | \$9,500,000 |
| Implement and Market a Targeted Façade Program with Design Guidelines | Development Project Manager | 2004 | 2005 | \$750,000 |
| Complete Community Center Needs Assessment | Steering Committee and Consultant | 2004 | 2004 | \$50,000 |
| Explore Reuse of Existing Theater and Furniture Store Building to Effectively Meet Community Center Needs. | Redevelopment Project Officer | 2004 | 2005 | \$50,000 |
| <u>Design New Library</u> | City Librarian | 2004 | 2004 | \$200,000 |
| Construct New Library, if necessary or take steps to towards reuse of existing structures | City Librarian & Public Works | 2005 | 2007 | \$7,000,000 |
| Develop Additional Public Parking for the Area | Redevelopment Project Officer | 2004 | 2006 | \$1,500,000 |
| Construct New Community Center if necessary | Redevelopment Project Officer | 2006 | 2008 | Unknown |
| <u>Other Supporting Programs</u> | | | | |
| Develop Village Center Anti-Litter Campaign | Development Project Manager | 2004 | On-going | N/A |
| Create Business Recruitment and Retention Program | Development Project Manager | 2004 | On-going | \$25,000 |
| Explore feasibility of Parking and Business Improvement District | Development Project Manager | 2006 | 2006 | Unknown |
| Implement Marketing Program | Development Project Manager | 2005 | On-going | \$25,000 |